LEO BURNETT U.S.A.
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Memo for any day:

"Don't be out of stock on Philip Morris brands."

Philip Morris brands hold their old friends and make new ones every day. Last year they gained more sales than the rest of the industry combined.

If those loyal smokers don't see Philip Morris brands in the machines you service, they'll find them somewhere else.

Check your Philip Morris order, especially our fast-moving 100mm brands. Remember, today is your only chance to make today's sales.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris U.S.A. Sales, 1971-75*

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

*Source: Maxwell Report, courtesy of Maxwell Division of Wheat First Securities, Inc.

The Profit Makers come from Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/jhkn0003
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